

ShipsStore Bulletin



Published by the Navy Exchange Service Command

3280 Virginia Beach Blvd., Virginia Beach, VA 23452-5724

SS00-022

28 August 2000



"No Slowing Down" - According to ACNielsen data, total bottled water sales were up 14.9 percent for the 52 week period ending 14 April 2000.

Consumer demographics for this category has changed over the past several years, as published in the Beverage Aisle Magazine, August 15, 2000 issue, Volume 9, Number 8 edition.

* Who are the top consumers in this category? (18 - 24 year olds & 50% of the 25 - 34 year olds)

Below are the top 6 ranked Bottled Waters that are available in either "ACB" or "ASL":



RANK	BRAND	SALES (millions)	MARKET SHARE	'99 GROWTH	3-YEAR % GROWTH	3-YEAR \$ GROWTH
1	Arrowhead	\$315.0	6.4%	+11.2%	+20.9%	+\$48.9
2	Aquafina	\$285.0	5.8%	+72.7%	+1,139.1%	+\$262.0
3	Sparkletts	\$246.5	5.0%	+20.2%	+44.5%	+\$75.9
4	Deer Park	\$167.4	3.4%	+35.4%	+115.2%	+\$89.6
5	Crystal Geyser	\$151.4	3.1%	+33.9%	+92.1%	+\$72.6
6	Zephyrhills	\$147.5	3.0%	+17.8%	+63.9%	+\$57.5

☺ Check your current ACB/ASL for bottled water selections and vendor ordering information in your area.